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# NITRO BY HYPO

BY

EDWIN P. HAWORTH



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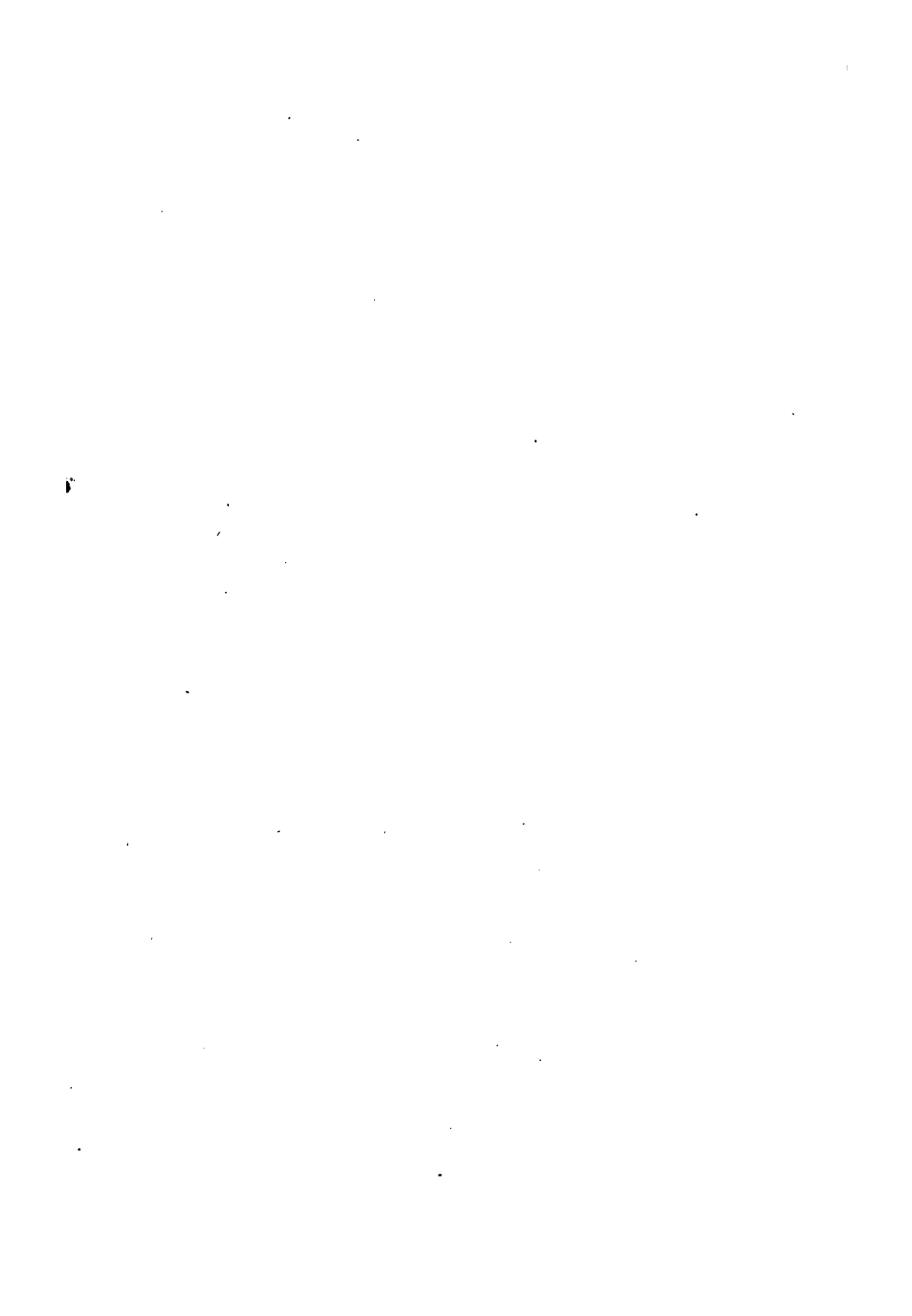
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**C**anst say the day's work were well done? Couldst thou improve it in the repeating? Study the product of thy labors. Be there no better way, it were well. Hast thou but failed to find the better, then hast thou limited thy powers. If thou study not the day, already art thou astride the toboggan. Thy labors are thine. Establishest thou thine own limitations. Let not the oils of the night wane nor slumber o'ertake thine eyelids. The rather let thy mind enter the hidden meanings of the Universe and let thy understanding compass the very laws of thy Creator.

# *Nitro by Hypo*

*A Pep-tonized Tonic for  
the Physician*

By

*Edwin P. Haworth*

*Superintendent of  
The Willows Maternity Sanitarium*

*Kansas City*

*The Willows Magazine Company*

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## DEDICATION

**T**O HIM WHO HATH THE CONFIDENCE OF HIS PATRONS AND WHO DESERVETH THAT CONFIDENCE, WHO HATH HIS PATRONS' RESPECT AND IS WORTHY OF IT, WHO IS LOVED BY HIS PATRONS, WHO KNOWETH NO LAW WHEREBY HE MAY REGULATE HIS OWN HOURS OF WORK, WHO IS THE FIRST SOUGHT IN TIME OF TROUBLE AND THE LAST REMEMBERED ON PAY DAY, WHO RECEIVETH BUT A PITTANCE FOR HIS "LABOR OF LOVE," COULD NEVER ACHIEVE WEALTH FROM HIS EFFORTS, AND WHOSE MOST CHERISHED WAGE IS THE TEAR OF THANKS FROM THE WIFE OR MOTHER FOR WHOM HE HATH CHEATED THE GRIM REAPER—TO HIM, THE FAMILY PHYSICIAN, IS THIS LITTLE BOOK DEDICATED.

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## *Preface*

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SO many words of commendation have come from the recipients of *The Willows Magazine*, regarding its value to the physician, that it has been deemed advisable to gather some of the choice inspirational articles and paragraphs from its files and print them in a form in which they may be of permanent value.

To meet this need, this volume is prepared, bringing together matter inspiration, suggestive and educational. Added to the selections from *The Willows Magazine* are other articles that have never been published before.

The medical journals are usually filled with articles of scientific significance and all too little space is devoted to methods, business, inspiration, up-lift. Perhaps some suggestion from this book will cheer a depressed and dispirited

practitioner on to greater study or to serious experimentation that will save some human life, in which case it will have filled its mission. No better fortune might be hoped for it than to add a smile to some life or to remove a pain. With such wishes for its helpfulness is this book offered the profession.

E. P. H.

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## ***Medical Progress***





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## *Medical Progress*

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**W**ONDERFUL changes are going on in every line of activity. The commercial progress with the resultant economic changes, due as they have been to discoveries and inventions, have revolutionized the entire world during the past generation. The educational and religious worlds are the last usually to conform to new thought and development, but even they are responding to the spirit of the age.

How about the medical world? Is not the change in it correspondingly great? Look about you and see what the last decade has done.

Surgery has been performing miracles not conceived of in the days of Christ. Drugs, compounds and concentrates have revolutionized medical treatment. Radium has showered upon mankind its blessings. Manual,

mechanical, electric, and hydrotherapeutic means have been invented to use in the treatment of countless maladies. Vaccines and serums are employed to battle with the myriads of germs that are gnawing at man's vitals.

Can you doubt that the world is making great strides in its war with disease! And what are you doing? Are you keeping up with the times? Are you giving your patrons the benefit of this newly accumulated knowledge? Read, study, investigate, attend clinics, and observe. Be original if possible. If not, be at least a good follower after others' discoveries.

## ***Competition***



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## *Competition*

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“**C**OMPETITION is the life of trade.” This truism, so thoroughly recognized in the commercial world, may be stated with equal truthfulness regarding the practice of medicine. The added stimulus of competition, the spur of necessity, occurring where men in similar lines of work are in close contact, seem almost a requirement for great work.

It would not be advisable, however, that all young men entering the medical profession should go to the big cities and enter practice for the sake of the competition. Many young men are not fitted for or adapted to the strenuous competition of city life.

The more sparsely populated territory does not supply the opportunity for diversified practice offered by cities of dense population. But it is not alone a lack of opportunity in the way

of clinical experience that makes the practitioner in outlying districts do less of the original investigation and experimentation. The fact that the doctor is not closely cornered and crowded by his competitor, and compelled to avail himself of every opportunity for increasing efficiency, is too likely to be his handicap.

There is no question but that every man who has it in him can find opportunity among his patients for original work no matter where located. The world looms big to the man who has ideals, aims, purposes. The same problems of sanitation that are being fought so strenuously in the cities require attention in the small towns and country. True, the problem is not so laborious. The general health environments are more favorable. But the rural health problems cannot all be answered by the city physician. And it is a noteworthy fact that many of the strong practitioners, many of the leading surgeons and medical specialists, have graduated from rural practice and owe much of their skill and ability to habits formed in their early years of medical endeavor.

The opportunity for you, Mr. Practitioner, no matter where you live, looms large. If you have glowing within you that ember of ambition which precludes the necessity of strong competition to spur you on toward the goal of original investigation, that large suffering humanity outside your personal clientele will profit by your skill and knowledge. Your future is in your hands, and not the hands of the particular environment in which you find yourself situated. And the impetus given to those who come immediately in contact with you, those of your less closely associated competitors, as well as to all other practitioners who learn of your efforts, will become an added stimulus to further research and knowledge.





## ***Services and Remuneration***



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## *Services and Remuneration*

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**T**HERE is always the great objective of service in the background of the professions. The medical profession has clung to its traditions tenaciously. Always and ever the leaders in medical practice have given their time and their energy in the service of humanity.

In the everyday walks of the profession you will find men devoting their lives, risking death for the good of their fellow men. *Noblesse oblige* is a matter of course with them. Sacrifice of ease and pleasure, exhaustion of physical and nervous system, exposure and risk of life among the elements, facing pestilence and disease and succumbing to their ravages—these are the lot of the physician.

And for what? For the lust of gold and power? For the good that may be done, for

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## *24 Services and Remuneration*

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the succor that may be given his fellows, for the lengthening of man's sojourn here on earth!

What though abundance be the measure man doles out to the doctor! Is it not mete that he should be dealt with generously? Nature in her bounteous storehouse knows no limitations. Plenty is the watchword of the Universe.

Old Sol, the origin of all the earth's energy, is so prodigal that our planet receives only an infinitesimal part of its rays; the rest is lavished upon space infinite. After utilizing a fractional part of this energy, it is again radiated off into space illimitable. With such miraculous store of the source of all supplies, why should any human being want for anything? With such super-abundance, why should not the practitioner, whose life is spent in the benefaction of giving, not find a greater abundance after having given than before he gave?

The physician gives not material things. He gives of life and to life. He adds days to days and prolongs man's time for enjoyment. His gift to humanity is of that which no material thing is able to buy, life and health, that which is as far more valuable as the light of the midday

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## *Services and Remuneration 25*

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sun is lighter than the murk of the blackest night. Then why should not such pay as he may receive in the coin of the realm, coming from such abundance and being of such comparative insignificance in value, be generous indeed!

The abundance of the Universe is man's for the taking. Let him not begrudge to the practitioner the insignificant abundance he may receive from the infinite storehouse. As best he can do, the physician's gold cannot approach the store of him who devotes his life to hoarding.

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## ***Personality in Medicine***





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## *Personality in Medicine*

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I HAVE a doctor friend who tells his patients just how they are. He admits that bad cases are in a critical condition. He tells them they have about so many chances in a hundred, in getting well. He says frankly, and even baldly they will not live unless they do so and so. He does the whole thing on a bluff and wins out. He draws out the patient's fighting spirits, gains the support of the family, and the patient lives. They note that not all patients he promises death, succumb to his charge, and they know he does not intend to let them die.

This method of handling patients I do not give for you to follow. But it wins out with this man. It is due to his personality. And it succeeds with him while you would doubtless kill your patients under similar treatment.

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## 30      *Personality in Medicine*

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I have another doctor friend who is also a bluffer. He uses methods somewhat similar to the first. He is a big talker, a loud-mouthed, thunder-voiced man for his size. You wonder where such a voice comes from with such a small physique. And he uses it on language not intended for the parlor. He is given to swearing.

Sometimes he does worse than that. Sometimes he curses. He will say various kinds of things to a sick man or woman that would ordinarily make a well man pull his coat and fight. But the sick are not offended. Neither are the well. They accept with perfect nonchalance what would turn all Kentucky into a bunch of fighting Colonels; what would send every Texas ranger's hand to his pistol pocket. But they take no offense as would neither you nor I. Again it is the personality of the practitioner.

Another doctor friend has the habit of belittling the ailments of his patients. He jokes his patients unmercifully and gets their minds off of their condition. He guys them until they are ashamed to be sick. So to speak, he laughs

them out of their ailments. He cannot get along with all people by these methods. Neither can you or I harmonize with all characters and temperaments. But you would be surprised at the size of this man's practice.

Here is a physician who is just a big, fat, good natured bag of nothingness. He doesn't know medicine and don't care if he doesn't. He never reads nor studies and how he gets along, I do not know. But he carries with him a cheerfulness, a smile, and a whole-souled laugh that are infectious. Whenever you are in his presence you are buoyed up and inspirited, whether you are sick or well. He is the rays of the morning to you after a black, cloudy night. He never has very sick patients. They perhaps feel the need for him before they get dangerous and are cured by his optimism. Or is it that they leave him for another physician before they become seriously ill? But no matter. He performs many miraculous cures with a hypo of aqua pura and a pleasant smile. And the world has its work for him though it might not have use for you in the same methods

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## 32      *Personality in Medicine*

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Another physician never allows a word said about sickness to his patient nor does he allow it spoken of in his presence. He talks on general topics and asks the patient about symptoms. But he religiously follows the books on the pedagogic methods of dealing with his patients. His medical work is rotten but he dotes on the proper care of the sick-room and his relationship to the patient and family. His results are satisfactory.

Again here is a physician who knows medicine. He has studied drugs and pharmacy and can come as near estimating the expected effect of a drug on an individual as is possible under existing knowledge of drug and medicinal values. He knows just what drug or combination of drugs to give for any disease in its various phases and conditions. He does not give the proprietary preparations but does his own compounding. He chooses an anti-substitution pharmacist who keeps fresh and standard drugs. He does not use shot-gun prescriptions when his disease is far enough advanced to recognize so he is able to use the rifle type of

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## *Personality in Medicine* 33

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prescriptions. His medical results are necessarily good.

All of these doctors are successes, each in his own way. Not all of them are ideal in their methods. Perhaps none of them could you imitate in your own practice. Certain it is that the peculiarities of some should be shunned studiously.

The best results may be obtained by combining the accented peculiarities of several of them. To be as St. Paul put it, "all things to all men," is the wiser choice. To be adjustable to needs, adaptable to the individual case in hand, in other words to be politic and diplomatic are the better part of wisdom for the man in medicine. If there is any work that requires the delicacy and finesse of the college president, the corporation executive, or the foreign diplomat, who by contrast have only well people to deal with, it is the medical practitioner with a large, varied practice, in successfully handling the sick patient, the tired and nerve-racked family and the exhausted nurse, all under one roof. The personality cannot be too favorably cultivated.



# *The Reading Habit*





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## *The Reading Habit*

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**T**O early form the habit of reading is to acquire one of the greatest assets for your future. There are some people, it is true, who read too much. They are all the time absorbing and never giving out. They are human sponges. They read so much that they have little energy left for assimilating the knowledge acquired. They never use the information gained. And they either do not have the ability or they do not take the time and energy to classify and standardize the information acquired.

But this is nothing to the discredit of the reading habit. There are extremes and extremists in everything. You can overdo anything. You have doubtless read at night until you were worn out the next day. Perhaps two or three nights spent over an interesting

novel has worn you to a frazzle and you have been incapacitated for work. I once lost a position over novel reading. True I did the resigning, and my boss tried to get me to continue. But I lost it just the same. And my boss was right. I was over-reading. So I say it is possible to read too much. And I would advise anyone against it.

There is graver danger to the physician from reading too much than in most other lines of work, if he is not temperate in his reading. If he sits up late at night over the printed page, he may be called on a case soon after he retires and lose his night's sleep. The man of irregular habits, the man dependent upon the folly and foibles, the accidents and fancies of others than himself, can never depend upon his hours. And to accentuate these irregular habits by reading into the wee hours of the night is foolhardiness. The practitioner can ill afford to commit such a blunder. And he will pay for his folly almost every time he commits it.

But this is nothing against the practice of reading. We are dependent upon our reading for an abnormally large share of our knowledge.

The doctor has acquired all the elementary principles of his work by reading his college text books. His knowledge of current affairs is gained almost entirely from the newspaper or magazine. It would surprise you, I dare say, if you should stop and think of it, to know how little, how very, very little knowledge you obtain from your own personal experience and from word of mouth. As there are no other sources from which you may gain information you can see how much reading has taught you.

Our own personal experience is usually very limited as compared with what we know. Few men are in position to consult with others in sufficient number and of sufficiently varied information to make them learned. We are cast involuntarily back upon the great libraries of printed lore for our main knowledge and learning.

What doth the minister, but go to the Bible for his text, his library for his theme and dissertation and the newspaper and periodicals for his illustration and practical application. The lawyer finds the law only between the sheepskin covers. The merchant reads the ads

in the papers to know what his rival is doing and the trade papers to get his up-to-date methods. The wholesale merchant has the additional information gained from letters from his traveling salesmen to enable him to keep his stock and methods up to the minute. His system is not of his own invention but the product of evolution, made possible only through reading of things and people outside himself and his.

And if the physician would increase his knowledge of disease, and broaden his scope of methods and medication in treatment, he must depend largely on the information gleaned from other thousands of physicians through the Gutenberg.

I know a doctor who looks inside a medical book probably no more than once a month. He takes one or two medical journals but he only looks up the personals in them. He says he is busy and has not time to read. He is specializing in an office practice and what with the time spent in that, on the golf links and in club work, his hours pass pretty rapidly. He

is gaining in practice and thinks he is sure to be a big doctor.

But I tell you that man is doomed. All he is gaining is from his own experience and from his other practitioner friends, what little he talks with them. While he does not think it, he is forgetting things every day that he once knew. He is not gaining new knowledge as fast as he forgets old. He is gradually losing his prestige, while he is yet increasing in practice. A few years and he will be a back number. He might be saved but will not see. The glitter and clink of the gold stream flowing his way is hypnotizing him. It will get him. The hand writing is upon the wall as sure as it was for Belshazzar.

There is a way out of the morass of incompetence and mediocrity that envelopes thousands of doctors annually, both in the city and in the small town. Make it your business to read some medicine daily. One should read the same as he would make a call. You can better afford the loss of profits from one call a day than miss studying. If you cannot do more, at least make it your habit to read thirty

minutes a day. You can snatch thirty minutes daily without missing it. If you have an early call, read later in the day. Lest you have a night call better read in the middle of the day. Only on the busiest days of the year will you fail to get your reading.

Stop before you go on that call and spend thirty minutes in your office preparing yourself for your work. In these days of the automobile you can make more time than you once could. But if it so happens you cannot read today, make up your time tomorrow. You could well spend an hour or two reading daily. But at least spend a half hour at it. Just figure up, that will mean fifteen hours of study per month, fifteen hours invested in your future. It means virtually two days work out of the month, twenty-four days out of the year. Think what it will do for you! Start the reading habit right now if you have not. And let that thirty minutes be spent in reading medicine.

## ***Religion and Medicine***





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## *Religion and Medicine*

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**A**BOUT a quarter of a century ago religion and medicine could not be connected with "and." Like all scientific subjects, medicine was supposed to be contradictory to religion. If the physician were not an outright atheist, he was at least an agnostic. It took a man of pretty strong force of character to face the world on knee bended to his mother and her faith.

But with the readjustment of religion to science and the sciences to religion, has come the same change in medicine. The physician, perhaps, has not the same conception of the Deity his father had, but he has a bigger and broader conception. He, perhaps, does not expect as much special recognition and volition in his own behalf as his forefathers. But where this change in conception of his God has taken

place, the man of today arms his Creator with the greater principle of originating laws that, in their action and interaction, produce the same result his forefathers sought.

The physician does not necessarily have more time to attend church than his predecessor twenty-five years ago. He is not always a church member nor does he always resort to prayer before he writes a prescription or gives an anesthetic. A doctor is heard occasionally to use blasphemous language. But back of the medical principles, underlying the knowledge and practice and the ethics of medicine, which is no longer recognized as contradictory to religion, is the concept of a Supreme Being, a wise guide and counselor, an "author and finisher," a first principle, a God. No matter by what name He is called, the doctor bows in thought or in fact to Him.

And it is only the consciousness of an "all-wise purpose" back of everything that makes possible many of the sacrifices by the physician in the interest of humanity, through his science. This has been recognized as a religious age, an age of evangelism. And what is true of the

world at large is likewise true of medicine. No longer is the physician afraid to have religious opinions nor is he ashamed to stand for his personal convictions, no matter what his own peculiar faith may be. This is the day of tolerance of another's belief and of fraternity of man. All mankind in its religions is beginning to seek and emphasize the things they have in common and forget the details in which they differ.

Then here's a toast to the faith of the doctor, the faith that makes him endure hardships, brave the dangers of the tortuous elements, face the ravages of contagion and pestilence, even defy, then succumb to the conqueror, Death, in the interest of humanity.



## *Five Minutes' Value*



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## *Five Minutes' Value*

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"My enemies did not know the value of five minutes."

—*Napoleon Bonaparte.*

**B**EFORE you start out on this trip, Doctor, waste just five minutes. Go back to your office, take down your latest book treating the disease you are fighting and see if there isn't some new point to gain in the management of the case. A few moments spent every day in the study of your severe cases is the best spent time you have.

Never allow yourself to start to see a case until you have your poise, until you know your case, until you are in absolute command of every faculty you possess and the most expert knowledge available to you. If you have nothing new in the line you need to study, order the necessary books as soon as you return to the

LANE LIBRARY



office. Don't be afraid to spend a little for medical books and journals.

Suppose you lose this patient, what will be your feelings in the matter? Will you feel that you have done the best that recent experiments and research could suggest? All the wisdom of the ages, all the expert knowledge of recent experiments are yours for the seeking. If a new book is offered to the medical public, and it contains a new successful treatment for any disease you have occasion to treat, do you not feel negligent if you lose a patient through lack of this knowledge?

A few minutes' study each day will place you on the fighting line a few minutes ahead of your dread enemy, disease, and with your advantaged position, make you the conquering commander. The average physician wastes enough time, which if used, would make him equal, granting he has average general ability, to the best competitor in his state. Remember the value of five minutes and you will utilize the half hour you now persist in wasting through thoughtlessness or go-easiness.

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# *The Physician's Health*



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## *The Physician's Health*

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**F**EW physicians realize the importance of their own physical health. They do not like to take their own medicine. They preach health, right habits, exercise, fresh air, sanitation to their patrons and often live the worst lives of any in their community.

It is claimed that the cobbler's children are the poorest shod of any in school. He is too busy making a living, too busy making shoes for other children, to care for his own! The farmer who raises the food for the world has less to eat than his city friend who has to buy his food. The advertising man who has made over the business of the world through his inventiveness and ingenuity can advertise everybody but himself. And the physician whose business is the healing of disease and the dissemination of knowledge of the laws of

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## 56      *The Physician's Health*

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hygiene, often leads the most abominable existence of anyone he knows. Fortunately the very nature of his work is in his favor. The physician who handles a large, general practice must of necessity spend much time in the open, going to and from cases. This means fresh air. It means the opportunity of expelling from his lungs the disease germs with which he has just come in contact. It means the pure, fresh air, sunshine, or the storm of the elements scattering and dispersing them from the surface of his body and clothing.

Would the physician knowingly permit his patrons to mingle with disease and disease germs without protection? Hardly! And yet he himself often goes into a sick room with no preparation before or protection following departure. During the busy season of the year he is often traveling almost day and night and his system must needs be devitalized, bordering upon exhaustion. This leaves him sensitive and susceptible to any disease that may attack him. One very important point in his favor is his bravery, or shall we rather call it merely obliviousness to the dangers surrounding him.

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## *The Physician's Health* 57

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The mental attitude of a person largely affects his physical condition. As a scourge is augmented by the terror that seizes the masses of humanity endangered by it, so conversely the physician fortunately is largely immune to the dangers to which his profession subjects him. But an added aid that may and should be employed in many cases is the means for sterilization and disinfection.

Perhaps another thing that aids the doctor is his constant contact with germs of almost every sort and origin. Doctors become hardened to them or the system steels itself to the necessity of throwing them off. The tramp once acclimated to indoor life, hardens himself by exposure until he does not know what it is to catch cold. The child of the Ghetto is so inured to filth and bacterial life that to consume a few million bacilli on a stick of candy is an inconsequential commonplace to him. The drug fiend has so accustomed his system to poison that sufficient dope to kill a dozen people only places him under its effects to the extent that his system craves. The

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## 58      *The Physician's Health*

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human system is wonderful in its adaptation to the necessities life imposes upon it.

The doctor does doubtless get more than most of his patients, who are careless in the point of exercise. Of course the driving, constant shaking in his buggy or car gives him exercise in a way. The muscular system adapts itself to this condition and yet it often does not put on the rigidity, firmness and roundness of muscle that goes with power and vitality. The system needs a daily exercise ration out of the regular routine of its work, something to increase the circulation, give force and vigor to the heart beat, force perspiration through the sluggish pores of the skin, expand the lungs, and change the blue blood of debility to the crimson of vitality.

What a little exercise will do is surprising. Not that a man should go out and spend three afternoons a week walking over the golf links. Not that he would expect to retain the vigor and endurance of a football champion. Two hours a day on the tennis court might not only be more time than he could spare, but even too exhausting on his system. Thirty minutes with

a tennis racket in hand and old Sol baking the poison out of his body through the ruddy skin, will however not only add to his physical powers but give him clearer brain cells for diagnosing diseases and scribbling prescriptions.

Chest weights, spring and elastic exercisers are unobtrusive and satisfactory health invig-  
orators. To specify something specific, and at the same time one of the most satisfactory busy man's method for exercise, the writer has observed the following to be most satisfactory. For the man who is withering up for the want of exercise, it is well to start with a pair of five pound iron dumb bells, taking from five to ten minutes exercise daily. After a little practice the ten pound should replace the five, and a few months later the twenty pound pair of bells may be used without injury and will prove a wonderful tonic. If twenty or thirty minutes can be allowed for the use, well and good, otherwise fifteen, or even ten minutes will work wonders. Probably the exercise should be taken in the afternoon about an hour before the evening meal, though few



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## 60      *The Physician's Health*

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doctors will likely have the time or inclination to exercise then. A more practical time is just before retiring. The refreshing sleep that will follow their use will well repay the delayed hour of retiring, as evidenced by the added vigor felt at the hour of rising on the morrow. Any man, whether doctor or business man, can spare a few minutes for exercise at this practical moment. In fact unless he in some other way gets general relaxing exercise, he cannot afford to miss it.

A man, constantly subject to dangers his business requires of him, can ill afford to forego such precaution as will make him stronger and more vigorous and able to endure his professional hardships.

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## *Your Medical Library*



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## *Your Medical Library*

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**W**HAT is your income per year? What proportion of that are you spending on medical books and journals?

Supposing your annual income to be \$2,000. I was about to say you should set aside ten per cent of that for books and journals. But perhaps that is too much. Let us suggest five per cent and reserve the other five per cent for new apparatus, drugs and medicines used in increasing your efficiency and equipment. Are you investing that much in the interest of your growth in theoretic knowledge?

What would you think of a carpenter who started to build a house with only a saw and hatchet? You will be forced to admit he could build a house with these simple tools. But he would be very slow at it and it would be a poor house when he had it completed. What is the

trouble? The carpenter lacks the tools to do rapid and high grade work. A plumber cannot even start work without a goodly supply of tools. A jeweler cannot hope to do work with the few tools used in the watch repairing school.

The medical books are the tools of the general practitioner. And yet many physicians in practice do not buy a new book once a year. These often become worse than school-boys, because they have even forgotten most of the knowledge gained at school. New tools, the present day information, they are entirely lacking.

Now, Doctor, I am not saying that you are one of these fossils. Neither am I saying that you should spend five per cent of your income in books. Five per cent may be either too much or too little. You will have to be the judge of that. It is advisable, however, that you set aside a certain percentage annually to use in keeping up-to-date. Don't think because you haven't time to read books all through that you are wasting money in buying them. You want them for reference books. You cannot expect to read books entirely

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through as you did your text-books in school. But if you gain a point that saves a patient's life, you have gotten more financial benefit from the book than the best book in your library cost you.

When, in your general practice, you will need a book in any particular line of work, you cannot foretell. And the financial advantage to you of a well stocked, modern library will mean wonders to you. Do not doubt for a moment that five per cent of your income invested each year in medical books and journals and reasonable use made of them in connection with your cases, will increase your succeeding year's income by more than the five per cent so invested.

I want to encourage you, Doctor, to live up to the opportunities of the times, to keep up-to-date with the leaders of the medical world, by reading and keeping posted. Be prepared with all available information to meet your baffling cases with the most expert treatment known. Read, study and know for yourself.



***Bad Habits, Innocently  
Formed***





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## *Bad Habits, Innocently Formed*

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A MEDICAL practitioner of my acquaintance, in fact I used to know him more intimately than that, as he was my school teacher in his early years and my personal physician at a later period, took to bad habits.

He was a faithful, conscientious practitioner. I knew his family well. He came of excellent stock. It was good old Quaker ancestry, the whole large family being praying people, almost all having taught school, and one being a preacher. Another brother also studied medicine and became a strong, capable practitioner. I am giving you this family history to show you that the man was right in origin, education and rearing.

Some good men go wrong through good intention. That was the case of this man. He

tried to do the whole thing and he couldn't stand up under it. There were some other fairly good men in the community when he settled there after several years of internships and city experience. But my friend bolted right into the community and gathered the very heart out of the medical practice. The other fellows soon had poor picking.

But this man was of a nervous temperament and his energy was limited. He had to have some sleep every night. And when the sickly seasons arrived he thought there was nothing left for him to do but to tonic up and keep going. Had he asked any man who knew his family, he would have been told that dope would get him and get him quick. But he didn't ask anybody and like many men would not have believed the reply, had he asked.

Soon his overwork sent him to a sanitarium. Of course he was out shortly and was himself again. But do you know, that doctor never did get his practice back again. Indeed the very people for whose benefit he started doping, so he could keep up and save them from dying, refused to call him again. They had lost confi-

dence in him as a physician. In fact they had not enough breadth of intelligence to see that he had sacrificed himself for them.

Such is the thanks of humanity!

I know another case of dope. A doctor got groggy and gave the wrong prescription to the baby of his druggist. The infant died. He could not have felt much worse over the mistake. And of course prosecution would not have brought the baby back. So the doctor lost a friend of much influence and soon moved.

Now, Doctor, you probably know a number of cases as pertinent as these. And you know that a man has his limitations. They claim that machinery has to rest a part of the twenty-four hours or it will soon go to pieces. You had better let your competitor have some practice to live on than over-work yourself. Never let people get to calling you "old dopey Doc Brown" or "booze-fighting Doc Jones." These are bad epithets to live down. The old saw in the saloon, "If drinking don't agree with your business, quit your business," will soon get you. And you will not have to quit your business, for your business will quit you.

Remember you have not a friend who is worth doping for. Friendship does not grow strong enough to withstand the virus of dope and booze. They will kill any friendship in the world and even break up families. No matter how bad you need your practice you will conserve it better by letting it go than by doping yourself to save it. Dope is great for fiends and liquor for D. T.'s but they will not do for professional men.

# *Medical Ethics*



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## *Medical Ethics*

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“**W**HATSOEVER ye would that men should do to you, do ye even so to them.” This is a Bible quotation. It is also the Golden Rule. And of equal importance, it is the basic principle under which our modern civilization is learning to operate.

Without equivocation we are insistent that the other man shall employ it at all times. Great business institutions are founded on it. It is stated that Marshall Field founded and developed his mammoth wholesale and retail business on the principle that “The customer is always right.” And while he and others are often imposed upon by the little individual who has not learned the principle of the Golden Rule, he knew literally that in nine cases out of ten the customer was right, and that the tenth case was too trivial to quibble over.



The Golden Rule, the basis of all right relationship one with another, is virtually synonymous to that modern truism, "Honesty is the best policy." Marshall Field and his ilk of institutional and empire builders found that what was supposed to be the moral ethics taught by the "Great Teacher" was also the only business ethics. They were able to place themselves in the position of the other fellow, the under-dog so to speak, the man who was at their mercy if they chose so to make him. And the confidence that they have won, in many cases through close personal relationship and dealing, great mail order houses have found it possible also to create—houses whose patrons know them only as a name—through the same application of honesty, right treatment, ethics.

In fact, all business transactions and commercial relationships are founded on business ethics, on the confidence established through anticipated compliance with the Golden Rule. Would a sane man make a deal with another, knowing that the other man would not fulfill the specifications of his contract? Will a housewife buy bread knowing that the baker will

deliver her instead a stone? If you were a groceryman would you expect to continue in business if you added a pound of sand to every dollar's worth of sugar you sold? No more will the merchant expect to retain the friendship of that customer who sees him short-measure each yard of calico by an inch.

There are still those people who insist on getting just a little better bargain than their neighbor. There are those customers who cannot understand the ethics of the one-price system, those who think that all merchants have one set of figures to start the sale with and another to close it. There are those people in the world who evidently expect you to cheat your other customers in order to give them a little the best of their bargain. But the general basis upon which the broker, the banker, the manufacturer, the merchant, the attorney, the physician, who builds up a large and lucrative business or practice, operates his work is the principle of fair and square treatment to all his patrons. As a matter of fact he prefers to be ridded of the patronage of that customer whom

he finds not to be guided by the same principle of ethics.

And what applies to the commercial world, the world of social relationship and individual morals, has been chosen as the guiding principle upon which the practice of medicine has been established. One often hears medical ethics spoken of as if it were some complicated system of thought, incomprehensible to the average mind. True, there are some complicated problems arising occasionally, just as under the complex, modern urban life frequent moral problems arise, and just as interweaving relationships arising between various commercial and financial interests occasion complicated legal rights between different individuals, corporations and institutions.

But many of the difficulties arise purely from the lack of imagination on the part of one of the individuals involved. In other words, they are due to the lack of ability on the part of one of the interested parties to throw himself in the position of another thus involved and study what he would like to have done were he the other party. What would you like to have

done if you were in the position of your colleague? Were you the poor, suffering creature whose health and life is at stake, which doctor would you prefer, and how would you like him to treat you? If it were your wife about to die and leave a large family of little orphans, would you be satisfied with your own judgment and medical treatment, or with that of your best friend or your worst enemy among your medical competitors? If you were eminently successful in the treatment of pneumonia would you think that your competitor would do well to call you in consultation before his patient is past saving? If your competitor has spent five years in hospital internships and knows more about abdominal diagnosis in a day than you would learn in a year's time, would you feel that you owe it to him and to your patient to call him in consultation before your gallstone case dies of appendicitis, or your malarial or bilious patient dies of interlocked bowels?

One can perhaps see when he stops and thinks the matter over thoroughly where a good imagination would have aided in the adjustment of many of the ethical points originating in his past

experience. Perhaps it was lack on your part, perhaps it was on the part of the other party. Of course the first thought is that it is always the other party who is at fault. And when there is still a third party or perhaps a set of parties who have their interests at stake and who may not have had the education to give them the broad conception of life and their relationship to other individuals and interests, you can perhaps see that many of the cases that at the time seemed like intentional injury to you were usually unintentional and oftentimes inadvertent.

Ethics, ethics, ethics! Not so bad after all if we use our imagination! Before making a final decision that the other man is wrong and that you are being ill-treated, put yourself in the shoes of the other parties implicated, judge them purely from the standpoint of what they know, not by what you know and think they ought to know, then draw your conclusion. It might still be erroneous, but it is more likely to give you a charitable opinion of the other parties than you can perhaps now conceive.

Medical ethics is right both morally and medically. It is founded on the principle the "Great Teacher" gave us as a guide to our conduct. If you treat the other fellow right even at a sacrifice to yourself you will find yourself in harmony with the great basic principle that has builded up world famous commercial organizations and institutions. You will also feel conscious of your worthiness to merit that confidence which is the time-famed relationship of physician and patient.



# ***The Nurse's Burden***





## *The Nurse's Burden*

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**I**NCIDENTALLY, Doctor, let us consider the case of the nurse. Hers is a pretty hard lot sometimes. On duty day and night usually, her rest is slight and her recreation meager. She has the household troubles of the family and the disordered household duties to contend with. She is perforce required to manage the family, the servants and friends, all of whom are perhaps strangers to her and with no particular reason for believing in her infallibility, and do it all leaving them usually to think they are managing her. Frequently they are nagging her to death with questions that she knows you do not want her to answer in the light of existing facts, but rather in the light of faith and hope. Often she is forced to deal with temperaments that are practically incompatible with her own. And

she is thrown into home life and in personal contact with lack of the culture and refinement with which she has perhaps been reared. You are on a constant round with change of individuals and thought and life, while she does not get to see a face only as it becomes a part of the life and surroundings of this one monotonous home of sickness.

Are you surprised that she is glad to see you? And can you not overlook an occasional frown or an impatient word? Can you do anything to relieve the nervous tension under which she is laboring to save your patient?

## *Medical Success*



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## *Medical Success*

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THE question of success in medical practice in this day of rapidly increasing wealth and the multiplication of great fortunes, is one that appeals to every up-to-date practitioner. Not that wealth is everything, not that it is a correct standard for judging of success. The foundation of medical methods and ethics is humanitarian, rather than financial.

But success in medicine need not necessarily be accompanied by want or penury. Nor on the contrary is the accumulation of a goodly share of the world's goods out of harmony with medical work.

Success in any line of work is largely due to a good analytic mind, one that sees things in their proper proportion. Given two men with average intelligence, education, ambition and

enthusiasm, one of these men may work harder than the other and yet remain but an insignificant workman. The other may do much less work, and yet he may soon rise to a managership in a great business. Study these two men and you see that one had a better judgment of proportions than the other.

You cannot do everything. You can hire a man who will relieve you of much of your drudgery. No, he perhaps cannot do it as well as you. But he can do it passably well. Your time is worth much more in your office practice, or in reading up on some case in your care, than in caring for your horses or cleaning your automobile. A boy can clean your office floor and save you thirty minutes' time a day. An office girl will take care of your accounts, meet your patients when you are busy in your private office, save you one to ten minutes on the phone a score of times a day. Look at the time saved.

With proper assistants, much of this minor detail will be better looked after by them than by yourself. Your office will be kept more cheerful and attractive, your horse and buggy,

or your automobile and your dress and personal appearance. To look prosperous usually spells prosperity.

Again, if you have more practice than you can well attend to, get a capable young practitioner in your office with you. Let him handle the calls of minor importance and relieve you of unnecessary drudgery. You will be surprised how the practice of your office will respond to these innovations and improvements. Business fawns at the feet of success. More cases will be drawn into your office, as the magnet draws the needle. The important work will fall to your lot. You will be surprised to learn that you are a larger physician than ever and you can command more than the regular fee on the responsible case you are forced to attend. This again shows your discernment of proper proportions.

And in the order of performing duties, you exercise judgment. A trival thing is left undone, if need be, and other things worth while are considered. When possible, start with the most difficult of the tasks requiring your immediate attention. The one requiring the



greatest skill or the one most taxing your energy commands precedence over all others.

The successful business manager usually, works on the following principle, "never to do anything he can hire anyone else to do." In other words, as soon as he has an assistant trained so he can be relieved of any detail he turns it to the assistant.

The same principle prevails with the medical practitioner. And right it should. Why should the man with exceptional skill in saving life or limb in some particular line of practice be frittering away his time with trivial details that another can do as well or better at a less expense. He is robbing humanity of a great benefaction, and humanity is only too glad to pay him for his services, proportionate to his skill.

Let the man with skill exercise judgment in the proper proportion of things. Then let the world have the advantage of his skill and it will reward him in accord with his services to humanity.

On the other hand, he with the one talent and who hideth it, "shall have taken away from him even that which he hath."

## ***A Gospel of Cheerfulness***



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## *A Gospel of Cheerfulness*

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**NOTE**—This article is not written to oppose informing patients of their true condition when they are afflicted with tuberculosis or some disease requiring the patient to arouse his combative nature to fight it off. It is rather a gospel of cheerfulness and buoyancy for the physician.

**B**E careful how you go into details of a patient's condition in his presence—at least the negative details. Often the less said about him in his presence the better. Never get excited or scared about a case. As sure as you lose your poise, your self-control, you lose command of your attendants, to be followed by negative results with your patients.

Always be cheerful and buoyant. Your patient's confidence in you is the real battle, and if your confidence in yourself and your ability to cope with the disease is shaken, you have lost the greatest source of power you possess.

The writer calls to mind the case of an old lady who had lost her husband and was so grieved that she was taken ill some months later. She had always hoped to die first and had no desire to live longer.

Her children knew nothing about sickness nor how to handle the sick. They were so blue and despondent that they had no hope of their mother's recovery. Their physician had given up hope, and yet he could not make a satisfactory diagnosis of the case. And under the diagnosis he did give the patient could not have survived twenty-four hours. In fact, on the day the writer saw the patient the physician, with the consent of the family, who had gathered to see the end, had told the patient that the Grim Reaper was on his way and was less than twenty-four hours distant.

On this same day a young man who had been partly raised in the family arrived. He had acquaintance with the sick room and knew something of the peculiarities of sick people. He and the sons and daughters had not all been together in a dozen years. In spite of the sadness of the occasion and with no disre-

spect to the mother, there was considerable merriment about the house and part of it within earshot of her.

In fact, the nurse who had charge of the case had to call the young people down lest they disturb their mother. But from the hour this young man arrived the patient began to improve. His presence had dispelled the cloud of despondency that overhung the household. Her own children were brightened up and the shroud of gloom was dispersed.

The diagnosis of the case here implied might be considered erroneous but for another page in its history. The patient continued to recover up to the point of walking. She had almost no use of herself.

The same young man again appeared on the scene and found her with a daughter who was a rheumatic cripple of some years' standing and could only move around by sitting in a chair and moving it from side to side. The mother had concluded she would be a perpetual cripple of the same kind. A little exercise in walking for a few days strengthened her until she realized she would soon have fair use of herself

again. It was not long until her crutches were laid aside and her life of usefulness and happiness was again renewed.

Though you may save a patient whom you have told that he was going to die, you had better not count usually on outside counter-acting influences happening at the moment needed.

The imagination plays a big part in the lives of many people. Some are strong, some disgruntled, some sick, and some die from the effects of the imagination.

# *An Office Practice*





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## *An Office Practice*

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**T**HE practice of medicine is one of the most difficult vocations in which to be systematic and business like. Only the specialists who limit their practice to office work, and that during special hours, are free to do work on a substantial business basis. But the general practitioner, who is subject to the beck and call of his public, can never count on his time as his own. For him to say that at a certain time he will do this, that or the other thing, is beyond his powers.

But the nearer a physician can come to establishing himself on a practically systematic basis in his time and work, the more satisfactory will be his practice to both himself and his patrons. In this day of automobiles and telephones few American physicians can afford not to have pretty well established office hours.

True, the physician cannot be in his office every day at the appointed time. Hurry-up and prolonged obstetrical cases occur in the day-time as well as at night. The severe case of pneumonia or typhoid will have adverse changes and set-backs between 2 and 5 p. m., or Todd Hunter's mule will miss the shepherd dog and kick his eighteen months' old baby in the head. But the automobile will cut many of these trips short and allow for frequent belated office calls. The few days when muddy roads and emergency calls make office hours impossible, the telephone will usually relieve the impatient patrons of their anxiety.

In other words, the principles and practices of all other lines of business apply equally well to the medical practitioner. System, order, and method apply to the merchant, the broker, the lawyer, the doctor. The man who works outside his office cannot be so exacting with himself, nor is the public expecting as much of him as of the office, factory or shop man. But the more closely the office man applies the practices that prevail in all lines of business, the laws that govern not only the commercial

world, but the universe, the more inevitably does his business grow. And this increase in practice goes hand in hand with a satisfactory and profitable return for his effort.

Did you ever stop to think that you owe it to your patrons to establish an office practice? Why should you not provide them with an opportunity to call upon you and gain the information they wish?

Doctors are prone to think that an office practice is only to take care of additional work when their time is all taken up otherwise. Perhaps some poor patron is illy able to pay you for making a personal visit to his home. He lives several miles out in the country, and has time to drive to town. Or perhaps he is making a trip to town anyway. His wife is well enough that she does not require further than a report to you and another filling of her prescription. Or it may be a change of prescription, which you can as well write in your office, will answer the purpose. Or possibly she is well enough to drive to your office and the drive and change of scenery and the rest from her noisy children will do her good.

Don't you see, Doctor, that you owe such a patron the opportunity to call at your office at some time when you may reasonably be expected to be in? That patron has the right to call on you instead of being forced to pay you for a call. When you stop to think of it in that light and the fact that you can take care of more patients in your office in two hours than you can in the whole of the twenty-four hours spent on the road, and if money is any object to you, after a few months' special effort on your part to build up the office practice, you can make two hours in the middle of the afternoon pay you more than any other four hours of the day—I say after considering all these points, do you not see that you owe yourself as well as your patrons the advantage of an office practice, with exacting and strenuous efforts on your part to make your hours regular! Think this over, Doctor. Perhaps more care on your part to keep office hours regularly will help with your patrons. You are looking for the most resultful methods in your practice and work. Any new innovation that will help you is always welcome. The application of

business principles to your hours of practice, more conscientious attention to office callers, may be the one thing that in your particular practice will supply additional pleased patrons among your clientele.



***The College for Your Son***





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## *The College for Your Son*

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**D**OES your son want to attend college next year? If so, do not allow any ordinary matters to stand in his way. He needs the broad, generous training to be had by higher education.

It is not to be expected that a college training will fit a man to enter the battles of life and win them at once. It does not furnish him the implements for commercial and professional struggle. He must gain these later through a specialized education. Or he must acquire them from the school of experience.

College work gives him a broad general view of life. It provides him with much general information. Its main importance, however, is to give him a training and command of himself and his faculties, whereby he can acquire the specific information he needs, more readily

and more serviceably than his competitor without this training.

Ten years after a man walks from his Alma Mater, sheepskin in hand, he has probably been successful in forgetting practically everything his head contained at that time. Only a few facts in history and some general principles usually survive, aside from facts directly connected with his vocational duties. Usually very little is in line with his work. But the superiority of his brain fiber, his ability to reason accurately, his wider outlook on life, his brilliancy of imagination, his resourcefulness, his persistence and powers of endurance under prolonged efforts at high tension, make him irresistible in his struggle with the untrained competitor.

One of the greatest misfortunes to the world resulting from war or financial panics is the effect it has in loss of education to the rising generation. The nation needs all the trained intellects it can get. And for matters of temporary importance, often trivial, to intercept the education of men we shall need tomorrow, is of great moment.

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Do not permit the lack of ready means to stand in the way of your son's education. It is a better investment than real estate or bonds. Borrow the two or three thousand dollars needed and give him as fair a chance in his generation as you had in yours at his age. The times demand more education of this generation than they did of last. The increased competition demands more specialized training. Do not handicap a child of yours for meeting competition on its own grounds.

Remember this, that through the laws of association and reflex action, attraction and repulsion, your own standing in the community, socially, financially and professionally, will be improved by your son's educational advantages. Incidentally, this investment will be better than that thousand dollar or fifteen hundred dollar automobile, bad as you need it.

Let education be second only to health in the consideration of your family's future.



## *Hardships and Ease*



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## *Hardships and Ease*

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**D**O you recall the hardships the old-time family doctor had to undergo? You remember the struggles of pioneer days, the breaking of paths and highways through the wilderness, over the prairie. You remember the long hard drives, the swamps, the slush, the water and unbridged streams. You remember the miles of bottomless roads between patients every spring freshet. You remember the ruts hub deep, following every rain the whole year through.

Doctor, the world you live and practice in is a paradise of ease compared with the hardships of those "good old days," we are so fond of talking about.

The whole nation is now threaded with cities which you and most of your colleagues have the opportunity of living and practicing in.



And suppose you are a country practitioner, behold the contrast! Everywhere you have broken roads, state and public highways. Here you have gravelled pike roads, there rock, everywhere drained, well rounded highways, admitting of ease of travel.

Whereas the pioneer practitioner had to ride horse-back and dole out his pills from the phials of his saddle-bag, you may ride in a buggy at all times and usually with the added speed and ease of the automobile. Whereas your predecessor started in to practice with not even half-baked training, you with your general education, your prolonged college course, your internships and hospital experience are equipped to cope with your problems. He of the earlier day knew a few cure-all prescriptions which required him to shoot at broad sides while you with your acute knowledge can recognize specific diseases and diagnosing, can prescribe the caliber and the particular type of ammunition by which you can strike the exact bulls-eye of germs, causing the trouble. He closely approached the fakir and the Indian

herb doctor. You are armed with the science and art of the expert.

What say you? Have you the nerve to complain that times are hard, that conditions are bad, that there is no chance for practitioners now-a-days! Should you not be ashamed to show your face with a frown on! This generation is being ruined with the ease their ancestors have provided them. The less we have to work the less we want to work. Life is becoming one grand gala day. But ease is exacting in its penalty. The pessimism of indolence is producing a morbid disease of imagination, worse even than physical ailments. Fortunately the necessity of his practice prevents the diseases of society attacking the doctor extensively. But ease will get even the doctor if he permit it.



*At Your Own Valuation*



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## *At Your Own Valuation*

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**A**RE you worth a million? Who knows? Nobody but yourself! You alone know what you are worth. What is your price? By that I do not mean for what will you sell out, what value you set on your honesty, your honor. Rather at what valuation do you rate yourself? If men were charged poll tax for what they were worth and the tax were made at their own estimate of themselves, what would be your rating?

Do you want to do great things for the world? Have you some great boon for humanity? Is greatness in your marrow-bone? Have you the ambition, ability and grit to accomplish something worth while?

Most of us place too low an estimate upon ourselves. Few of us set a standard of a fourth

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## 122 *At Your Own Valuation*

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of our possibilities. Our ability is away and beyond our aims.

You remember the story of the man who started carrying the calf from the lot to the shed every day. He continued until the calf became a full grown cow. You thought that a fairy story, didn't you? You did not think such a feat of strength possible in the few years of growth from a calf to a cow. In fact you did not think it within a man's strength. And yet on the stage today we see men doing more wonderful feats of strength than that.

The decision and determination are important, in fact essential factors in large attainment. Most of us have wishbones instead of backbones. We have enough ability in a general way to recognize and desire high attainment. But we never go beyond the shilly-shally wish. It takes grit, determination, stamina to accomplish, to attain the great ends we recognize as good.

It is not enough to put forth greater effort than we have been exerting. It is not enough to decide to do better, try harder. Every ounce of energy, every atom of pluck must be

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exerted to the straining point. You must use all your powers, not merely more of them. All means something! All is worth while! All is wonderful! All cannot fail! All makes a Harriman, an Edison, a Burbank! All will start you a pauper infant with the slate blank and end you a genius with a world conquest to your credit!

Have you set this kind of a valuation on yourself, Doctor? Don't you want this grade of accomplishments? Don't you think you can attain them? Remember the world takes you at your own valuation. It leaves it to you to set your own price. It fawns at your feet in recognition of your own estimate after you have proven your claims. The world is a worshipping mongrel, licking the ringed fingers of your conquering hands. It frisks at your feet and barks its adoration to its master-idol.





# *The Open Field of Knowledge*



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## *The Open Field of Knowledge*

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**T**HE universe is a great experiment station. Vegetable, animal, and human life are a vast body of subjects. The medical fraternity has a world of study and experimentation before it and every month sees some new problem solved.

Here is a physician who has discovered antiseptics and opened up the great field of surgery. There is one who has provided us with a vaccine and drawn the geniuses of medical research into a new channel. Another startles the world with electricity and light rays. Yonder is another cause for gratitude in the serum tests. Again the hydro-therapies, the mechano-therapies, the discovery of new drugs, of new combinations of drugs. Withal a vast array of wonders, of miracles, as they

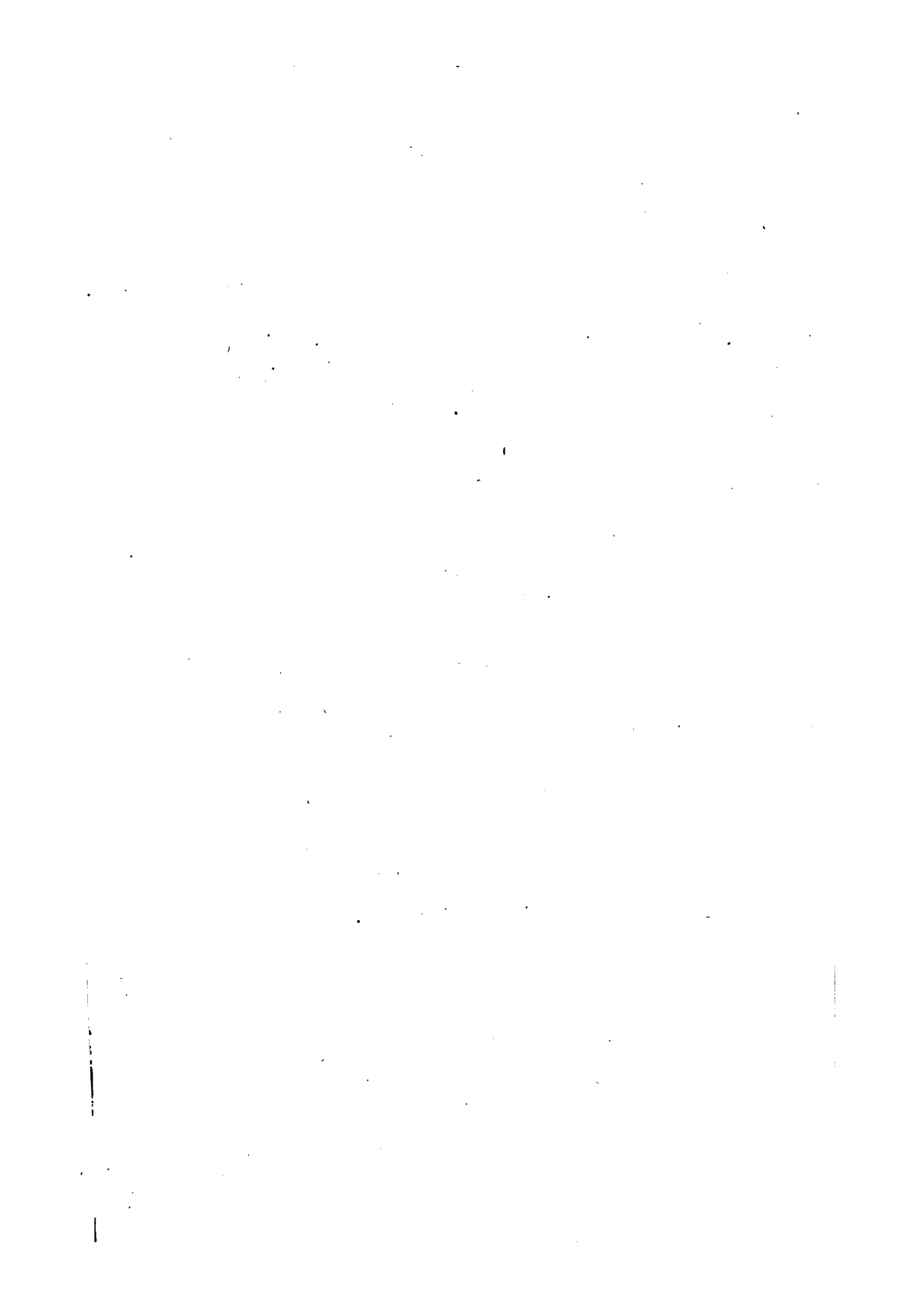
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## *128 Open Field of Knowledge*

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would have been pronounced in the days of ignorance and superstition!

And all this knowledge is open to you—much already predigested, other subject to your own mastication and digestion. If you cannot be original, if your field of experimentation is too limited to permit of safe deductions, be a good imitator. The progress of the world is in the hands of the imitators. A few people can be leaders, “blazers of the trail,” but, following in their wake is the great army of unknowns who follow their leaders and raise the standard of society notch by notch. Neglect not your opportunity but be in the vanguard.



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